



2026-2029 Strategic Plan:

Growing with Purpose for a Healthier Kootenay Boundary



Strengthening Healthcare in the Kootenay Boundary



Healthcare in the Kootenay Boundary region is continuously enhanced by the generosity of our residents. Since 1988, the Kootenay Boundary Regional Hospital & Health Foundation (KBRH Health Foundation) has raised more than \$30 million, connecting community generosity with meaningful investments that advance healthcare.

Kootenay Boundary Regional Hospital (KBRH) serves approximately 88,000 residents across a 29,000-square-kilometre area, providing essential, specialized and advanced healthcare services to communities throughout the region.

The Foundation's reputation has been built through responsible stewardship, robust partnerships with healthcare teams and front-line staff, and visible improvements that foster dignity, comfort, and enhanced experiences for patients and their families. Donor contributions play a vital role in funding equipment, technology, programs, and facility upgrades that positively impact healthcare for patients throughout the region.



As the healthcare needs in our region become more complex, the Foundation has evolved to meet these challenges. Major campaigns, heightened donor involvement, and collaboration with Interior Health (IH), KBRH, peer Foundations, and community partners have allowed us to take on a broader and more defined role.

Throughout this expansion, our dedicated team has demonstrated what a focused organization can accomplish when it is aligned, disciplined, and deeply connected to the communities we serve.

Plan Intention



The KBRH Health Foundation connects community generosity with healthcare priorities, helping ensure patients have access to excellence in healthcare closer to home. This plan provides a clear framework for strengthening regional relationships, aligning the efforts of our Board, staff and partners, and focusing our collective efforts where they can make the greatest impact.

Guided by our belief that we can achieve more together, *Growing with Purpose for a Healthier Kootenay Boundary* sets the direction for the Foundation's next three years and our continued role in informing, connecting and accelerating progress in healthcare across the region.



OUR VISION

To inspire investment in healthcare excellence, for the Kootenay Boundary region, through donations, engagement and support.

OUR MISSION

To advance the quality of healthcare, closer to home.

OUR VALUES

Integrity

🛡️ Serve in a trustworthy and ethical manner

Respect

🤝 Honour the uniqueness of all individuals and their contributions

Confidentiality

🔒 Protect the right of privacy for all partners

Accountability

✅ Operate responsibly and with transparency

Who We Are



We evolve with intention

The Foundation adapts as healthcare needs change. We explore new opportunities when they align with what patients, families, and clinical teams need most. Our growth is thoughtful and informed, ensuring increased investment is directed where it can make the greatest difference.



We are clear about how we can help

The Foundation is relied upon because we are consistent, responsible, and focused on improving care. Building on these strengths, we continue to clarify where we can best mobilize community support so our partners and donors understand what is possible when we work together. When we are clear about the value we bring, we can help accelerate improvements that matter across the region.



We collaborate to strengthen the network of care

Partnership is essential to improving healthcare in the Kootenay Boundary. With clarity about our role and a shared understanding of regional priorities, we work alongside KBRH and IH leadership, peer Foundations, donors, and community healthcare partners to advance healthcare together. Through coordination and alignment, we help ensure resources are used effectively and community generosity drives shared outcomes.



Strategic Pillars

Four Areas of Focus for the Next Three Years

Our Strategic Plan is built around four pillars that will guide where we focus our time, partnerships and investment. Together, they provide a clear framework for turning our long-term direction into action.

The pillars help us:

- Align our Board and staff around shared priorities
- Focus our efforts where we can make the greatest impact
- Guide decisions about where we invest our time and resources
- Build sustainable capacity for long-term growth
- Connect donors, partners and communities to our direction

The pillars are intentionally broad. They define what matters most, while annual planning will determine the specific initiatives and actions that bring them to life.



Strategic Pillars



01. STRENGTHEN KBRH AS THE REGIONAL HUB FOR CARE

Our focus

Advance KBRH's role as the region's hub for excellent, accessible care by supporting priority equipment, technology and patient experience improvements aligned with healthcare needs.

What success looks like

Patients and care teams experience meaningful improvements in comfort, safety and access. Donors clearly understand the impact of their support, and KBRH continues to serve as a strong regional hub for care.

02. DEEPEN REGIONAL AWARENESS & CONNECTION

Our focus

Build a stronger presence and deeper connections across the Kootenay Boundary so communities understand, trust and feel connected to the Foundation.

What success looks like

People across the region understand what the Foundation does and feel included in its work. We have a stronger understanding of regional needs, with increased engagement and donor participation across multiple communities.

03. CLARIFY OUR ROLE & STRENGTHEN KEY PARTNERSHIPS

Our focus

Create greater clarity, coordination and shared purpose in our work with Interior Health, KBRH, peer Foundations and community partners.

What success looks like

Partnerships are coordinated, transparent and built on mutual respect. The Board has a clear understanding of the regional healthcare landscape, while stronger collaboration supports better communication, more aligned decisions and improved outcomes.

04. BUILD CAPACITY FOR SUSTAINABLE IMPACT

Our focus

Strengthen the people, systems, governance, fundraising capacity and culture needed to deliver long-term regional impact.

What success looks like

Our Board and staff are aligned and supported. Strong internal processes and reliable, personalized donor stewardship enable the Foundation to grow sustainably and deliver measurable impact.

Monitoring Progress



A strong strategy is only meaningful when it leads to action

Each year, the Foundation will translate the strategic pillars into focused priorities, initiatives, timelines and accountabilities. Regular reporting will help the Board and staff track progress, identify where adjustments are needed, and respond to emerging opportunities.

Progress will be reviewed through:

- Annual operating plans that turn strategic priorities into action
- Quarterly reporting aligned with the strategic pillars
- Clear accountabilities for initiatives and priorities
- Ongoing connection between strategy, budgeting and staff work plans
- Regular review of opportunities, challenges and organizational capacity

This approach will keep the Foundation focused on what matters most while providing the flexibility to adapt as healthcare needs evolve.

Ultimately, success will be measured by how effectively the Foundation advances its mission—through fundraising, stewardship, granting and partnerships—and the difference those efforts make for healthcare across the Kootenay Boundary.



Looking Ahead



The KBRH Health Foundation has grown into a trusted partner in advancing healthcare across the Kootenay Boundary. The generosity of our communities has helped make significant investments in mental health, orthopedics, maternity and NICU care, palliative care, ambulatory care and long-term care—creating meaningful improvements for patients, families and care teams.

This strategic plan builds on that momentum.

Over the next three years, we will strengthen regional connections, deepen partnerships, focus investment where it can have the greatest impact, and build the capacity needed to support long-term healthcare priorities.



At the heart of this work is our purpose: to source, raise, steward and grant funds in support of healthcare across the region.

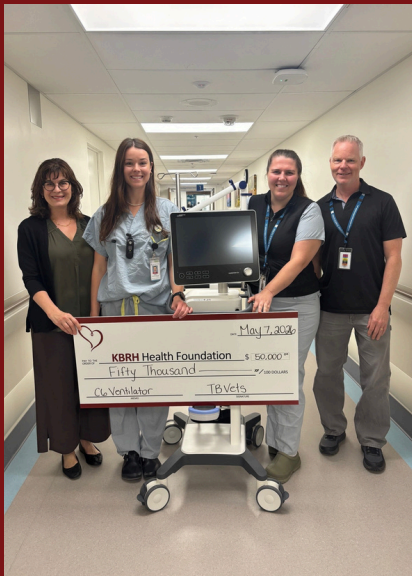
With strong leadership, an engaged Board, a dedicated team and the continued generosity of our communities, we are ready for what comes next.

Together, we will continue to grow with purpose for a healthier Kootenay Boundary.

Contact Us



Thank you for your interest in the KBRH Health Foundation's Strategic Plan. If you have any questions, feedback, or would like to get involved, please feel free to reach out to us using the contact information below:



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Connect with us on social media for updates, news, and events:



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